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# ANNUAL REPORT TO STOCKHOLDERS

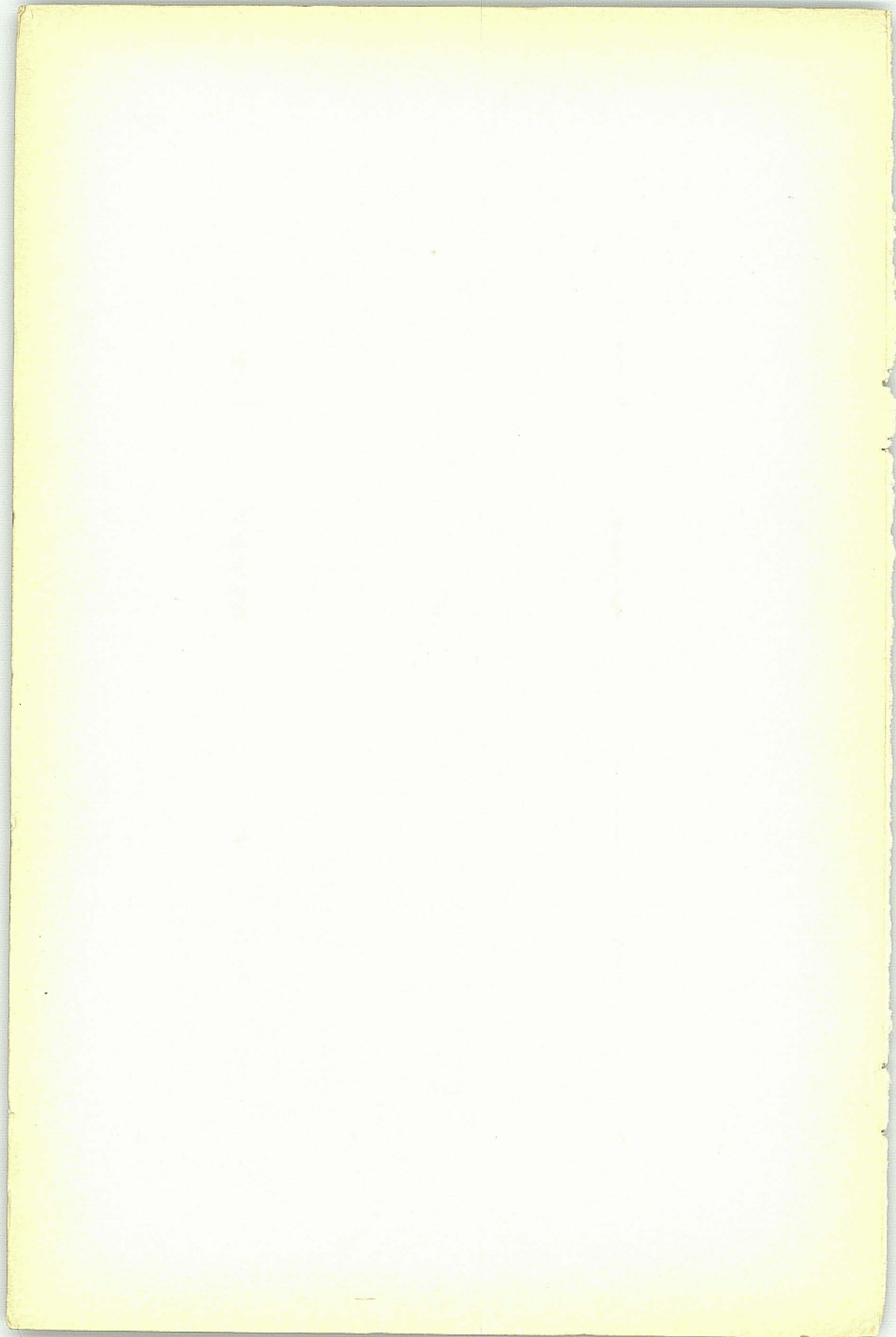


*1934*

THE COCA-COLA COMPANY  
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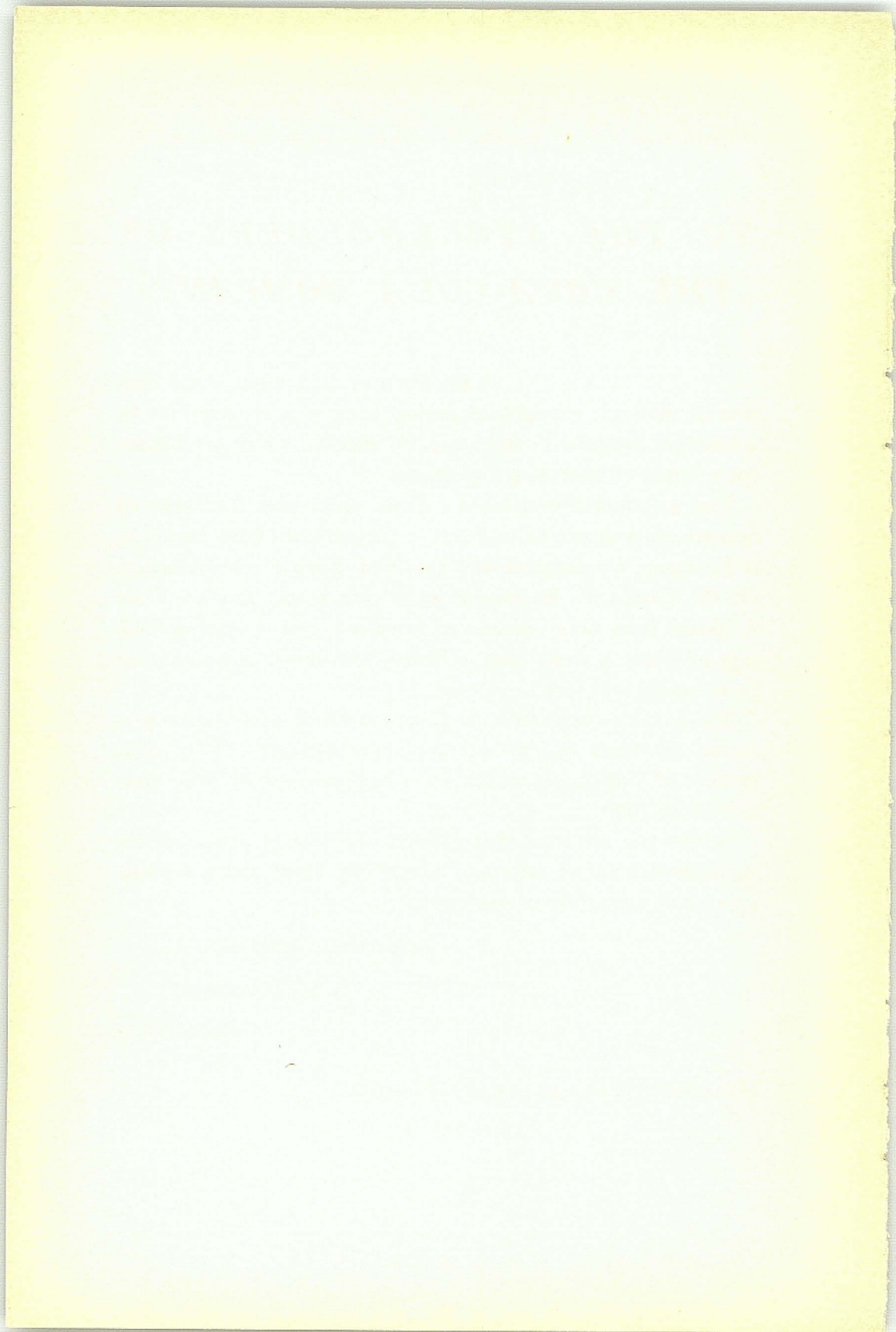


ANNUAL REPORT  
THE COCA-COLA COMPANY  
AND ITS SUBSIDIARIES



FOR THE YEAR  
1934

APRIL 6, 1935





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TO THE STOCKHOLDERS OF  
THE COCA-COLA COMPANY:

A sustained upward trend in the business of domestic subsidiaries during 1934 was accompanied by substantial progress in foreign developments, which are becoming a factor of increasing importance.

The attached consolidated balance sheet and statement of operations, is drawn to conform to suggestions of the Securities & Exchange Commission and the New York Stock Exchange. Of the Company's investment in its own stock, 200,000 Class A Shares have been retired and cancelled, and remaining holdings of Class A and Common Shares are shown as a deduction from capital and surplus at cost.

Net earnings applicable to Common Stock after taxes, preferred dividends and all charges, were \$12,312,127.69. The number of Company's stockholders has increased by more than 50% since 1929.

Inventories are somewhat greater, and present plans call for an intensification of sales and advertising effort and a continuance of our program of expansion.

Respectfully submitted,

R. W. WOODRUFF,  
*President.*

WILMINGTON, DELAWARE, *April 6, 1935.*

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# CONSOLIDATED CONDE. THE COCA-COLA COMPAN

December

## ASSETS

### CURRENT

Cash on deposit and placed on call . . .	\$ 5,844,917.41	
Governmental securities—Including United States, Canada and Municipal (Market value \$1,035,508.22) . . .	1,033,522.82	
Accounts receivable . . . . .	1,533,677.72	
Inventory—Merchandise including sugar stored in bonded warehouses— (Priced at lower of cost or market) . . .	11,658,790.98	\$20,070,908.93

### OTHER ASSETS

Sundry notes and accounts receivable . . .	\$ 665,650.78	
Miscellaneous investments . . . . .	270,932.35	936,583.13

### PERMANENT—(AT COST)

Land . . . . .	\$ 1,291,874.99	
Buildings . . . . .	\$5,182,189.67	
Machinery and equipment . . . . .	3,855,234.84	
Containers . . . . .	781,931.59	
	<u>\$9,819,356.10</u>	
Less: Allowance for depreciation . . . . .	4,551,476.89	5,267,879.21
		<u>6,559,754.20</u>

### FORMULAE, TRADE-MARK AND GOODWILL (At cost)

DEFERRED CHARGES . . . . .		29,526,515.30
		<u>314,480.05</u>
		<u>\$57,408,241.61</u>

# UNSED BALANCE SHEET

## Y AND ITS SUBSIDIARIES

31, 1934

### LIABILITIES

#### CURRENT

Accounts payable . . . . .	\$ 894,827.45	
Accrued expenses . . . . .	23,212.91	
Accrued taxes—Including income and capital stock taxes . . . . .	3,041,084.47	\$ 3,959,124.83

#### RESERVE

For contingencies and miscellaneous operations . . .	7,493,658.35
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### NOMINAL

#### CAPITAL STOCK

Class "A"—\$3.00 preference cumu- lative—Retirable at \$52.50: 800,000 shares—No par value . .	\$ 4,000,000.00
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Common—1,000,000 shares—No par value . . . . .	25,000,000.00
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\$29,000,000.00

PROFIT AND LOSS—SURPLUS . . . .	24,762,053.37
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\$53,762,053.37

Less: Stock owned by

Company—At cost:

127,820 shares of Class "A" . . . . .	\$6,486,883.22
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14,100 shares of Com- mon . . . . .	1,319,711.72	7,806,594.94	45,955,458.43
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\$57,408,241.61



**CONSOLIDATED STATEMENT OF OPERATIONS**  
**THE COCA-COLA COMPANY AND ITS SUBSIDIARIES**  
*Year Ended December 31, 1934*

GROSS OPERATING PROFIT . . . . . \$27,135,104.55

**EXPENSES**

Selling, branch, administrative and general . . . . . 9,769,158.59

OPERATING PROFIT . . . . . \$17,365,945.96

Other deductions . . . . . \$744,673.30

Less: Other income . . . . . 318,395.03 426,278.27

PROFIT BEFORE INCOME TAXES . . . . . \$16,939,667.69

Reserve for income taxes . . . . . 2,611,000.00

NET PROFIT . . . . . \$14,328,667.69

**PROFIT AND LOSS—SURPLUS ACCOUNT**

BALANCE—December 31, 1933 . . . . . \$28,118,335.18

Net profit from operations for year ended

December 31, 1934 . . . . . 14,328,667.69

\$42,447,002.87

**DEDUCTIONS**

Dividends paid in cash:

CLASS "A":

June 30, 1934 . . . . . \$1,500,000.00

December 31, 1934 . . . . . 1,200,000.00

\$2,700,000.00

Less: Dividends on stock  
owned by Company . . . . 683,460.00 \$2,016,540.00

**COMMON**

March 31, 1934 . . . . . \$1,500,000.00

June 30, 1934 . . . . . 1,500,000.00

September 29, 1934 . . . . 1,500,000.00

December 31, 1934 . . . . . 2,500,000.00

\$7,000,000.00

Less: Dividends on stock  
owned by Company . . . . 98,700.00 6,901,300.00

\$8,917,840.00

Cost of 200,000 shares Class "A"

stock retired . . . . . \$9,767,109.50

Less: Nominal value—

\$5.00 per share . . . . . 1,000,000.00 8,767,109.50 17,684,949.50

BALANCE—DECEMBER 31, 1934 . . . . . \$24,762,053.37



ERNST & ERNST  
ACCOUNTANTS AND AUDITORS  
SYSTEM SERVICE

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March 23, 1935.

THE COCA-COLA COMPANY,  
Wilmington, Delaware.

We have made an examination of the Consolidated Balance Sheet of THE COCA-COLA COMPANY and its wholly owned subsidiaries as at December 31, 1934, and of the consolidated statement of income and surplus for the year ended that date. In connection therewith we examined or tested accounting records of the Company and of its domestic subsidiaries, together with other supporting evidence, and obtained information and explanations from officers and employees of these companies; we also made a general review of the accounting methods and of the operating and income accounts for the year, but we did not make a detailed audit of the transactions. Statements of the principal foreign companies included in the Consolidated Balance Sheet were certified by other independent auditors, and statements of other foreign subsidiaries whose assets represent a relatively small portion of the total assets were furnished by the Company.

In our opinion, based upon our examination, the accompanying balance sheet and related statements of income and surplus fairly present the consolidated position of the Company and its subsidiaries at December 31, 1934, and the consolidated results of operations for the year ended at that date. Further, it is our opinion that the statements have been prepared in accordance with accepted accounting principles and on a basis consistent with the preceding year.

ERNST & ERNST,  
*Public Accountants and Auditors.*

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## THE COCA-COLA COMPANY

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DIRECTORS	W. C. BRADLEY . . . . .	<i>Columbus, Ga.</i>
	J. B. CAMPBELL . . . . .	<i>Orlando, Fla.</i>
	C. H. CANDLER . . . . .	<i>Atlanta, Ga.</i>
	W. C. D'ARCY . . . . .	<i>St. Louis, Mo.</i>
	S. C. DOBBS . . . . .	<i>Atlanta, Ga.</i>
	MRS. LETTIE P. EVANS . . . . .	<i>Hot Springs, Va.</i>
	T. K. GLENN . . . . .	<i>Atlanta, Ga.</i>
	HAROLD HIRSCH . . . . .	<i>Atlanta, Ga.</i>
	LINDSEY HOPKINS . . . . .	<i>Coral Gables, Fla.</i>
	J. P. ILLGES . . . . .	<i>Columbus, Ga.</i>
	T. C. LUPTON . . . . .	<i>Chattanooga, Tenn.</i>
	WINSHIP NUNNALLY . . . . .	<i>Atlanta, Ga.</i>
	CHAPMAN J. ROOT . . . . .	<i>Terre Haute, Ind.</i>
	E. W. STETSON . . . . .	<i>New York, N. Y.</i>
	WALTER C. TEAGLE . . . . .	<i>New York, N. Y.</i>
	D. A. TURNER . . . . .	<i>Columbus, Ga.</i>
	C. A. WICKERSHAM . . . . .	<i>Atlanta, Ga.</i>
	E. WOODRUFF . . . . .	<i>Maidens, Va.</i>
	R. W. WOODRUFF . . . . .	<i>Wilmington, Del.</i>

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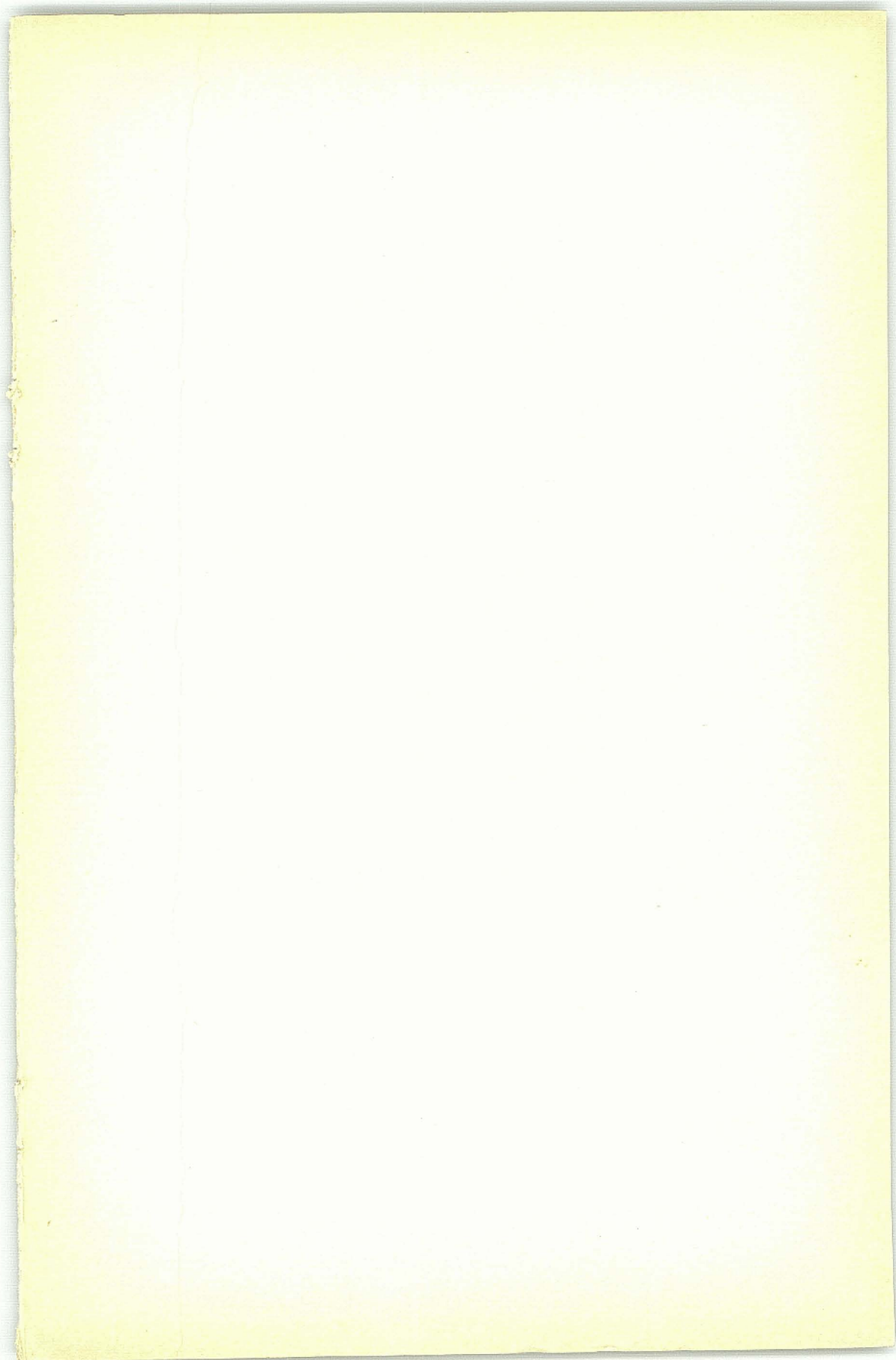
EXECUTIVE COMMITTEE	W. C. BRADLEY	W. C. D'ARCY	E. WOODRUFF
	J. B. CAMPBELL	T. K. GLENN	E. W. STETSON
	C. H. CANDLER		R. W. WOODRUFF

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TRANSFER AGENTS	WILMINGTON TRUST COMPANY . . .	<i>Wilmington, Delaware</i>
	GUARANTY TRUST COMPANY OF NEW YORK .	<i>New York, N. Y.</i>

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REGISTRARS	EQUITABLE TRUST COMPANY . . . .	<i>Wilmington, Delaware</i>
	CHASE NATIONAL BANK . . . . .	<i>New York, N. Y.</i>





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